



intuit®

2018

Corporate Social  
Responsibility Report

Jeremy Bittermann Photography

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## Letter from the CEO



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## Planet

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Offsetting Our Footprint  
Employee Engagement

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## LETTER FROM THE CEO

At Intuit, our mission is to power prosperity around the world.



Our 8,900 employees wake up every day with the goal of helping individuals and small businesses understand and take control of their financial lives so they can achieve their dreams.

We do this with innovative products and services that help people manage their money, run their businesses and comply with their tax obligations. We also do this by embracing our role as a good corporate citizen to have a positive impact on the world. We are a values-driven company and are committed to supporting our global community, protecting our environment and operating with integrity.

In today's world, with dramatic technological transformation sweeping the planet, we believe delivering on our mission has never been more important. That's why we're committed to drawing on the collective strengths of our

people, our products and our position to power prosperity around the world, especially for those who need it most.

Social responsibility is in our DNA, and we are proud of the CSR work described in this report. Yet at Intuit we are always looking for better ways to reimagine and reinvent what we do. We will continue to get up each and every day looking for new and innovative ways to deliver on our mission.

Brad Smith  
Chairman, President and  
Chief Executive Officer  
Intuit Inc.





## OUR COMMITMENT TO CSR



### Empowering Our People

Our mission inspires us to make a positive difference in the world. To achieve this goal, in 2016 we developed a new, comprehensive Corporate Social Responsibility (CSR) strategy that builds upon the collective strengths of our people, our products and our position as a good corporate citizen to power prosperity in communities around the world. In this report, we highlight the most significant elements of this strategy.



### Providing Our Products

## Empowering Our People

The greatest strength of Intuit is its people. Our employees are fueled by a passion to serve our global customers and communities. As a company, we strive to create a culture where employees are inspired to act on this passion and make a positive difference. During 2018, Intuit employees volunteered over 36,000 hours and donated over \$4.9 million to charitable organizations, including Intuit's match.

Empowering our people also means fostering a culture of diversity and inclusion, so that employees feel they can bring their whole selves to work. We believe innovation thrives in a

workforce with a wide range of backgrounds and life experiences. And we are proud that Intuit has been recognized for 17 consecutive years as one of *Fortune's* Best Companies to Work For.

## Providing Our Products

We serve consumers, small businesses and the self-employed around the world. We work with our ecosystem partners to scale our impact, including accountants, developers, financial institutions, governments, enterprise platforms and educational institutions. We believe our products have the power to transform financial lives for the better. And we feel we have a



### Protecting Our Planet





## OUR COMMITMENT TO CSR

responsibility to provide our products and expertise to enhance financial capabilities in service to building economically vibrant communities.

In 2018, we donated more than 2.3 million federal and state tax return filings to lower income taxpayers through Free File programs. We donated QuickBooks products to over 126,000 non-profits, small-business development centers, and educational institutions in the United States and Canada.

## Protecting Our Planet

We are dedicated to serving and improving the communities where we operate—and there is no greater community than the planet we all share. This belief drives our strong sense of responsibility to build a sustainable future and help make sure that the planet will be here for generations to come. As a company, we're focused on managing our own environmental footprint, and have achieved carbon neutrality for our worldwide operations since 2015 by internally boosting energy efficiency, investing in renewable energy, and buying carbon offsets.

We also want to help our employees and customers in their own sustainability efforts. In 2018, Intuit launched Purely Green, a partnership with Just Energy that provides customers and employees with access to a premium renewable energy product at a competitive price.

## Management of CSR

The CSR leadership team sets the strategic agenda and develops specific programs and initiatives across the company and reports periodically to senior management about progress against philanthropic and CSR goals. The CSR team works across internal stakeholders and functions and connects external stakeholders with the company's mission and purpose in ways that benefit our employees, our business and our global communities.



## Reporting Scope

In 2018, we undertook an assessment to identify the CSR topics that are most significant to Intuit. We worked with external experts and internal stakeholders to help define the issues, which formed the foundation for this CSR Report and our overall CSR strategy. We plan to update this analysis periodically.

Unless otherwise stated, all references to years in this report refer to Intuit's fiscal year, which covers the period August 1–July 31. All references to dollars are U.S. dollars.



OUR  
COMMITMENT  
TO CSR

## TOTAL CONTRIBUTIONS IN 2018



### Employees giving with passion and purpose

#### **36,000 Hours**

Intuit employees volunteered with charities around the world

#### **\$4.9 Million**

Donated and matched

#### **2,600**

Non-profit organizations supported



### Intuit offerings where they can do the most good

#### **2.3 Million Returns**

TurboTax returns donated through IRS and state Free File programs

#### **126,000 QuickBooks Products**

Donated to non-profits in the U.S. and Canada to help them manage their finances

#### **89,000 QuickBooks and ProConnect Products**

Donated to teachers and students through Intuit Education program



### Cash and product donations

#### **\$6.7 Million**

Total philanthropic spend

#### **\$2.4 Million**

Donations matched by Intuit

#### **\$68 Million**

Total value of product donations



# ABOUT INTUIT

Our global products and platforms, including TurboTax, QuickBooks, Mint and Turbo, are designed to empower consumers, self-employed and small businesses to improve their financial lives, finding them more money with the least amount of work, while giving them complete confidence in their actions and decisions. We are a global financial management and compliance platform company serving approximately 50 million customers worldwide. Intuit's strategy is built on the strength of its One Intuit Ecosystem, designed to unlock the power of many for the prosperity of each and every participant.

Intuit	2016	2017	2018
Revenue	\$4.7B	\$5.2B	\$6.0B
Employees	7,900	8,200	8,900

Founded in

# 1983

Intuit is publicly traded on the NASDAQ Global Select Market "INTU" and our headquarters is in Mountain View, California.

The company was founded in 1983. Today, Intuit has 8,900 employees in major offices in the United States, Canada, India, the United Kingdom, Israel and Australia.



**BARRON'S****ECONOMIST****FORBES****FORTUNE**

Ranked #9 for 100 Best Workplaces for Women (2017)

**GLASSDOOR**

**GREAT PLACE TO WORK  
INSTITUTE**

## Best Places to Work in Australia (2017-2018)

## HUMAN RIGHTS CAMPAIGN

**NEWSWEEK**

**PEOPLE MAGAZINE**

**TGF ANALYTICS**

**theBOARDLIST**

Ranked #9 for #BoardForward Diversity Drivers (2018)

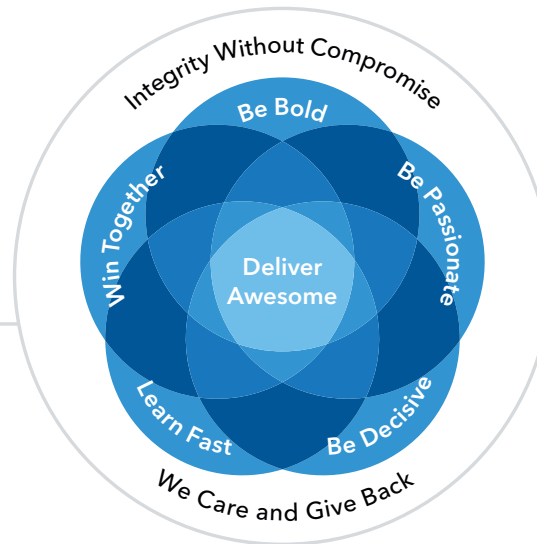




## OUR VALUES

Intuit's **values** start with two foundational values that have remained consistent since the beginning: Integrity Without Compromise and We Care and Give Back. These values are at the heart of CSR and form the foundation for our commitment to enable our people, provide our products, and protect our planet.

# Our Values



### Integrity Without Compromise

We speak the truth and assume best intent. We value trust above all else. We hold ourselves and others accountable to the highest standards in all we say and do.

### We Care and Give Back

We are stewards of the future and will do our part to make the world a better place. It is our privilege to help others and we do it wholeheartedly.

Be Bold	Be Passionate	Be Decisive	Learn Fast	Win Together	Deliver Awesome
<ul style="list-style-type: none"> <li>· Solve BIG customer problems</li> <li>· Create a vision that inspires</li> <li>· Think beyond what is accepted as possible</li> </ul> <p>We can see the future in what we do because we're creating it together. We constantly seek inspiration and connect dots that no one else does. We don't shy away from the world's biggest problems. It takes courage.</p>	<ul style="list-style-type: none"> <li>· Personally embrace and role model change</li> <li>· Inspire with your insights and initiative</li> <li>· Strive to perfect your craft every day</li> </ul> <p>You're here because of your unique talents and the fire in your belly to do something meaningful. It shines through in ways that raises the bar for all of us. Never stop growing.</p>	<ul style="list-style-type: none"> <li>· Choose what we will and will not do</li> <li>· Be transparent with your logic and judgment</li> <li>· Be direct and respectful</li> </ul> <p>Have a point of view based on data, experience, and instincts. Make the call and own the outcome. Speed matters, because the greatest risk is standing still.</p>	<ul style="list-style-type: none"> <li>· Lead with a hypothesis</li> <li>· Measure and act on what matters most</li> <li>· Savor the surprises</li> </ul> <p>We're in love with customer problems more than our solutions. We walk in our customers' shoes and experiment our way to success. The only failure is the failure to learn fast.</p>	<ul style="list-style-type: none"> <li>· Deliver exceptional results so others can count on you</li> <li>· Develop yourself and others to do the best work of our lives</li> <li>· Be boundary-less in our thinking and actions</li> </ul> <p>Small diverse teams drive our work and 90% of the decisions are made here. We accelerate each other in pursuit of our mission. We break down barriers. Together, we are one Intuit.</p>	<ul style="list-style-type: none"> <li>· Delight our customers and partners with experiences they love</li> <li>· Nail the fundamentals and sweat the details</li> <li>· Never stop short of awesome</li> </ul> <p>We are proud of the products we deliver because they inspire the imagination and exceed expectations. We create and build our brand in all the work that carries our name: Intuit.</p>



## ABOUT INTUIT

# OPERATING WITH INTEGRITY

## GOVERNANCE

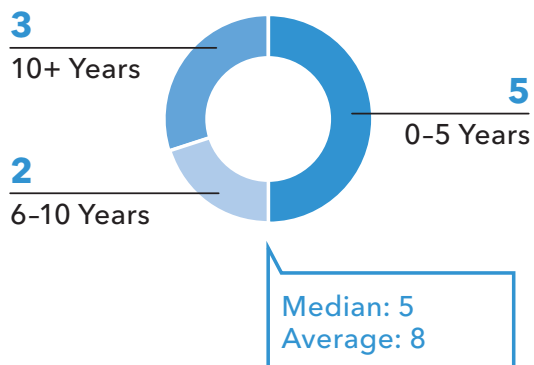
Intuit strives for excellence in its governance practices. Intuit's Board of Directors believes that a diverse and experienced Board is of utmost importance for reaching sound decisions that drive shareholder value. Intuit's Board is composed of 10 members of varying tenures, ages, genders, ethnic backgrounds and professional experiences.<sup>1</sup> We pride ourselves on our balanced and diverse Board composition, our ability to recruit new Board members, our robust annual Board and committee self-evaluation process,

the transparency of our financial performance and strategy, and the two-way dialogue we work to maintain with our shareholders. A majority of our Board, and all members of its standing committees, are independent. The key practices and procedures of our Board of Directors are outlined in our Corporate Governance Principles, and members of Intuit's board operate under our Board Code of Ethics, both of which are reviewed annually by the Board and are publicly available [here](#).

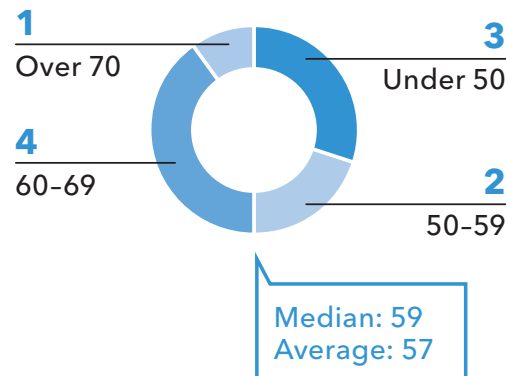
### Board Overview

The following charts reflect the tenure, age and gender of the 10 Board of Directors:

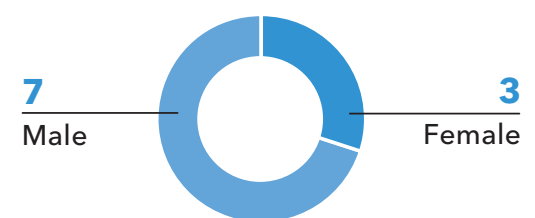
#### Tenure



#### Age



#### Gender



1. Board composition as of the publication date of this report.



ABOUT  
INTUIT

## OPERATING WITH INTEGRITY

### Business Integrity

At Intuit, we expect our employees to conduct themselves ethically, professionally and with the utmost integrity and transparency in all business dealings related to the company, including complying with all applicable laws, rules and regulations. We also expect our business partners, suppliers, contractors and agents to abide by similar values and standards and to act with integrity and in accordance with applicable laws, rules and regulations. You can learn more about our Supplier Responsibility [here](#).

### Political Accountability

Intuit transparently participates in the public policy process, including educating agencies and elected officials on our policy positions and their impact on consumers and small businesses, and supporting candidates whose positions on public policy align with Intuit's corporate policy interests. Intuit is non-partisan; we participate across the political spectrum and believe the best policies that serve the public interest and common good usually represent a thoughtful balance and tend to be forged in the political center through a bipartisan, collaborative political process.

We comply with federal and state laws governing political contributions and their reporting and disclosure requirements. In the United States our PAC contributions are publicly disclosed to the Federal Election Commission ([www.fec.gov](http://www.fec.gov)), and state contributions are publicly disclosed on corresponding state websites; all contributions are aggregated and published on Intuit.com semiannually. You can learn more about our Political Accountability Policy [here](#).

## Data Stewardship

We are stewards of our customers' data, and have designed data stewardship principles to align our organization in collecting, using and protecting such information. As we believe strongly in being good stewards of our customers' data, we operate our program to comply with the laws and regulations that regulate our use and protection of customers' personal information. We have established guidelines and practices to help ensure that customers and employees are aware of, and can control, how we use information about them. You can learn more about our [Data Stewardship Principles](#) and review the latest [Privacy Statement](#) on Intuit's website.

### Security

At Intuit, the [security](#) of our products remains a top priority. We use security safeguards to help protect the systems and the information customers and employees give to us from loss, misuse and unauthorized alteration. We use technical, logical and procedural measures, such as multi-factor authentication, that are designed to help detect and prevent fraud and misuse of customer information. We routinely patch our systems with security updates and we work to protect our systems from unauthorized internal or external access using numerous commercially available computer security products, as well as internally developed security procedures and practices.

This year, Intuit joined 30+ global technology and security companies in signing a [Cybersecurity Tech Accord](#), a public shared commitment to collaborate on cybersecurity efforts. Additionally, Intuit has been an active participant in the IRS Security Summit since its establishment in 2015. The summit represents a unique collaboration between the tax industry, the states and the IRS to protect taxpayers and reduce fraud in the tax system. According to the IRS, as a result of actions taken in connection with the IRS Security Summit, tax fraud due to identity theft has decreased significantly over the past two years.



# PEOPLE



We believe the ability to power prosperity starts with having a world-class company culture with the world's top talent. We strive to foster a culture where all employees are empowered and challenged to do the best work of their lives.



## PEOPLE

## WE CARE AND GIVE BACK

Our employees actively serve in the communities where they live, work and do business. It's a vital part of the Intuit culture. We support their passions through programs that provide paid volunteer time and match the generosity of their contributions. We provide employees with four days of paid time off to volunteer for charities in their local communities.

### The "We Care and Give Back" Program

In 1993, the entire company set aside a full day to brainstorm about Intuit's vision and operating values. One of the principles articulated in that discussion was that "with our success comes the responsibility to give back to the community." This became the basis for donation-matching and employee-volunteering efforts at Intuit, which are known inside the company as the "We Care and Give Back" program. Today, this program helps us deliver on our commitment to serve the communities in our locations around the world. Health and human services and education were the top areas of employee donations and matching donations in 2018.

### Donation Matching

Intuit matches donations by employees to approved non-profit charities up to country-specific amounts. In the United States, "We Care and Give Back" is supported by the Intuit Foundation, a non-profit organization that promotes, enhances and finances employee-led charitable activities. Through the Intuit Foundation, contributions by United States employees to any cause they select among vetted 501(c)(3) non-profits are matched up to \$5,000.

	2016	2017	2018
Intuit Donation Matching & Grants	\$1.6M	\$2.5M	\$2.7M





## PEOPLE

## WE CARE AND GIVE BACK

### Disaster Response

In times of natural disaster, Intuit provides financial and in-kind support. In service to the Hurricane Harvey and Hurricane Irma relief efforts, the Intuit Foundation provided a 2:1 donation-matching campaign. In response to the devastating wildfires in California, Intuit sent employee volunteers to aid in relief efforts, collected and distributed supplies, and provided financial aid to local small businesses. Intuit employee donations and Intuit Foundation matches totaled over \$42,000 for California wildfire relief.

## HURRICANE SUPPORT

*During a special 2:1 matching campaign in 2018, Intuit employees contributed \$348,000\* to disaster relief efforts for people displaced by Hurricane Harvey and Hurricane Irma.*

\*Includes the Intuit Foundation match.

### Week of Service

Inspired employees bring passion and purpose to making the world a better place. In 2013 the Week of Service started in our San Diego office with the idea to make it simple for employees to volunteer by offering a portfolio of volunteer opportunities to choose from. What started as a small pilot has grown into a signature company event every year. During Week of Service in calendar year 2018, Intuit's global employees volunteered over 14,000 hours of service and donated more than \$335,000, including Intuit's donation match.



## PEOPLE

## WE CARE AND GIVE BACK

### Powering Prosperity Around the World

In 2018, Intuit supported local organizations that help disadvantaged students on their path to prosperity through a holistic offering, including grants, employee volunteers and product donations:

#### *Smith Family Foundation, Sydney, Australia:*

Intuit supports the **Learning for Life** program, focused on improving educational outcomes for disadvantaged young Australians.

*Imago Dei, Tucson, Arizona, USA:* Intuit supports middle-school students at **Imago Dei** with coaching in job readiness, college preparedness, financial literacy, design thinking and entrepreneurship.

*c5 Youth Foundation of Texas, USA:* Intuit supports **scholarships** for high-potential, at-risk students, preparing them for leadership roles in college, work, and their communities.

### Partnering with Kiva

In 2018, we held a companywide employee engagement campaign with Kiva to support entrepreneurs with micro-loans. Intuit provided each employee with \$25 to donate to a Kiva borrower on Kiva's lending platform. This resulted in Kiva's highest participation rate (52%) for a first-time campaign, and over \$105,000 was loaned to entrepreneurs in 59 countries. Of these loans, 75 percent were made to female entrepreneurs.





## PEOPLE

# DIVERSITY AND INCLUSION

The ability to power prosperity starts with having a world-class company culture, where the world's top talent can do the best work of their lives. Our innovation thrives when our workforce reflects the richness of life experiences, demographics and backgrounds of our 50 million customers. Building a diverse team—from the frontline to our board of directors—ensures that we have a culture with deep empathy for the problems facing our

customers, and it helps us generate a broad range of ideas for how we can deliver innovative solutions to solve them.

We are always striving to aim higher, and our diversity and inclusion practices are no exception. We continue to focus on attracting and retaining a talented and diverse workforce that creates inclusion, inspiration and innovation.

## Diversity

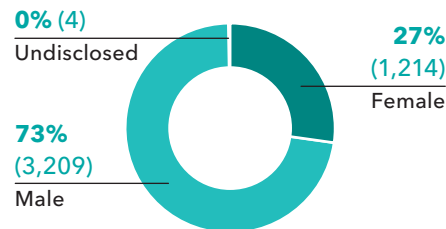
Regular Employees

### Gender (Global)

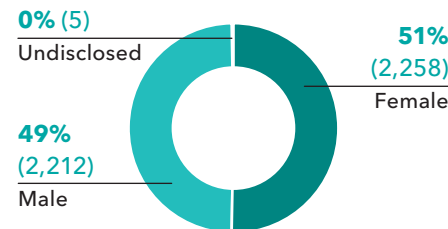
#### Intuit



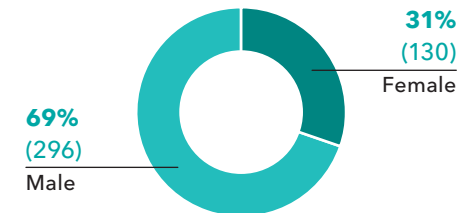
#### Tech



#### Non-Tech



#### Executives



Definitions: **Tech** (PD, PM, Design, Data), **Non-Tech** (Marketing, Sales, Not Assigned), **Executives** (Director and above)



PEOPLE

## DIVERSITY AND INCLUSION

## Diversity Highlights

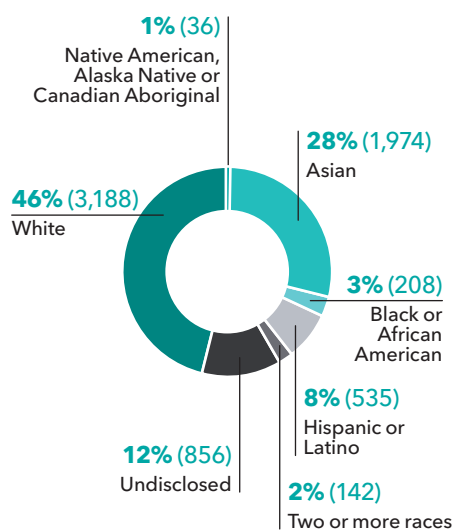
Our efforts have been internationally recognized. In 2017, The Economist ranked Intuit in the **Top 10 in its Global Diversity List** for our women's networks and LGBT employee networks. In 2018, we were recognized by Fortune as a Best Place to Work for Diversity at #21, and #4 on Forbes' America's Best Employers for Diversity.

## Diversity

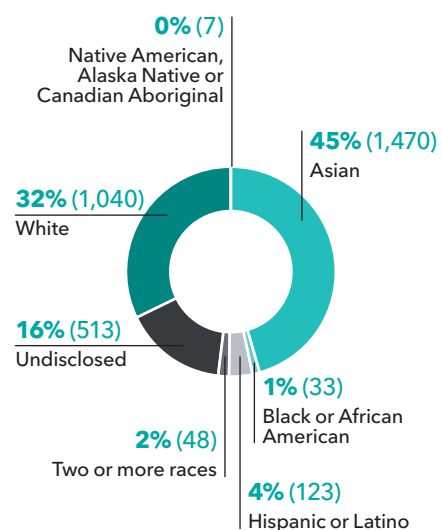
Regular Employees

Ethnicity (U.S. only)

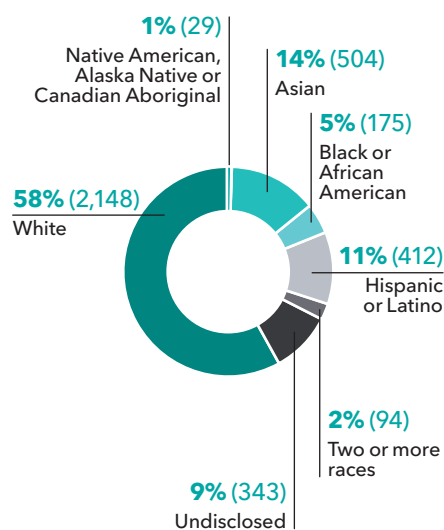
### Intuit



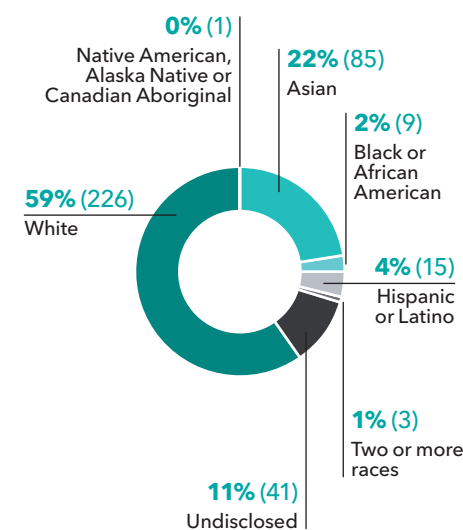
### Tech



### Non-Tech



### Executives



Definitions: **Tech** (PD, PM, Design, Data), **Non-Tech** (Marketing, Sales, Not Assigned), **Executives** (Director and above)



## PEOPLE

# DIVERSITY AND INCLUSION

## Our Commitment to Pay Equity

We are committed to equal pay, and in 2018, we continued to refine and refocus our pay equity analysis, which we conducted with an independent outside company for the first time in 2017. A regular statistical analysis of employee pay based on gender and ethnicity is part of how we operate as a company, and we'll continue to refine in an effort to improve future pay analyses.

In 2017, we conducted our first analysis using employees' base pay to compare to those in the same job code while factoring in location and time spent in the role. We also made upward adjustments to base-pay as part of our year-end talent and pay process.

We determined that, as of August 1, 2018:

- In the U.S., women earn, on average, 99.4 cents (compared to \$1 last year) for every \$1.00 that men earn
- In the U.S., minorities earn, on average, 99.1 cents (compared to 99.7 cents last year) for every \$1.00 whites earn
- In India, women earn, on average, 96.2 cents (compared to 95.5 cents last year) for every \$1.00 men earn
- In all other countries, women earn on average \$1.01 for every \$1.00 that men earn

Our goal remains 100% pay equity. We hold ourselves accountable for pay equity for women and minorities and also for taking steps to create a better workplace for them to thrive, advance their careers and move into more leadership roles.

## Recruitment

Intuit continues to build a truly diverse workforce. We have a dedicated talent team that seeks to find a talented and diverse set of professional candidates around the world. We also partner with







## PEOPLE

# DIVERSITY AND INCLUSION

a wide range of external organizations that help us recruit new hires, develop early career talent, and convert internships into full-time positions within the company. We are creating a pipeline of diverse talent through partnerships with groups such as Girls Who Code, the National Center for Women & Information Technology, AnitaB.org, Code 2040, YesWeCode, and Management Leadership for Tomorrow.

## Investing in Leader Capability

We believe that building a diverse team is critical, but is only one part of creating an inclusive culture. As part of our ongoing effort to invest in our people, in 2018 we kicked off a companywide initiative at our annual Intuit Leadership Conference with our top 400 leaders. This included “unconscious bias” training to help our leaders at all levels to understand the power of inclusion. This focus is helping Intuit attract, hire and promote a more diverse pool of talent.

*We are also investing in learning and development for our people managers. We’re training them how to lead inclusively so they draw out the very best from their teams. Every employee should have a voice at the table in a way that works for them.*

## Equality

We aspire to create an environment where differences are valued and respected – differences in experience, background and opinion. We strive to provide equal employment opportunities for all employees and seek to maintain a workplace free from discrimination, harassment and retaliation. We expect our partners to adhere to our standards of business conduct and safe workplaces. In 2018, we were named one of the Best Places to Work for LGBT Equality. For the past 12 years, Intuit has earned a perfect score on the Human Rights Campaign’s Corporate Equality Index.

We continue to learn from our employees about what is going well, and the areas of opportunities to continuously evolve our diversity and inclusion practices.





PEOPLE

## EMPLOYEE DEVELOPMENT

### Investing in Employee Passion, Creativity and Skills

#### *Unstructured Time*

Intuit gives employees up to 10 percent of their time to pursue a passion project through our Unstructured Time program. Some employees use this time to solve new customer problems, others utilize it to improve internal processes or learn new skills. We give employees complete autonomy to elect how they use Unstructured Time because our goal is to unleash their creativity. This program allows employees to tap into their passions and accelerate innovation and customer delight.

#### *Design for Delight (D4D)*

Our secret sauce for innovation is Design for Delight (D4D), our way of looking at design thinking. We encourage our employees to know our customers—watch them, listen to them, visit their homes and workplaces—so they can discover and solve important customer problems. D4D is vital because it provides the entire company with a common framework for building great products and it allows the best ideas to rise to the top.

## Innovation Catalysts

Intuit has a community of 200+ people driving D4D around the world, who support projects ranging from product design to social impact in underserved communities.

In 2017, we launched an immersive D4D learning experience for all of our employees globally. These D4D sessions were led by Intuit's cofounder Scott Cook and CEO Brad Smith to help employees learn design-thinking methodologies through storytelling and hands-on prototyping.

We have also used the D4D process to understand some of society's most critical challenges and experiment with solutions. In addition, we teach the capability to young people in underserved communities.

### Learning from Our Employees

#### *Employee Engagement*

We frequently engage with our employees by seeking their feedback. Intuit conducts regular employee engagement surveys known as Pulse Surveys. The results are reviewed by executive leadership, and shared broadly within the organization. The results are incorporated into decision-making and goal-setting.

#### *Feedback*

We believe that timely, relevant feedback fosters trust and growth in the workplace. Employees have monthly check-ins with their managers to align their business goals, share feedback, and provide direction for their professional development. This monthly feedback mechanism enables our employees and managers to track progress toward their goals and to grow and develop.



# PRODUCT



As a company we serve approximately **50 million** consumers, small businesses, and the self-employed around the world. We believe our products and services have the power to transform financial lives for the better. That's why we provide our products and expertise to help build greater financial capabilities, especially for those who need them most.



## PRODUCT

## TAX SOLUTIONS FOR LOWER-INCOME CONSUMERS

Unlike any other point during the year, the tax time moment is an opportunity to help low-income taxpayers improve their financial lives. For many, the tax refund is the biggest paycheck every year. Preparing taxes can also help people take positive actions to ensure greater financial wellness, such as saving some of their refund or applying it to other financial goals. Through the Intuit Financial Freedom Foundation (IFFF), Intuit helps improve the financial well-being of many lower-income Americans by providing our tax solutions for free and by amplifying our partners' efforts to serve those taxpayers who need it most.

### TurboTax Freedom Edition

In 2018, the IFFF donated 2.3M federal and state returns (\$27M in value) to lower-income taxpayers through the IRS and state Free File programs.

### TurboTax Donations Through IRS & State Free File Programs

Through the IFFF, Intuit donates online tax preparation and electronic filing services to eligible Americans. Almost two decades ago, we began working to empower lower-income taxpayers to file their tax returns electronically. Our online tax preparation and electronic filing services program served as the model for the IRS Free File program, a public-private partnership between the IRS and an **alliance** of more than a dozen tax software companies. Since 1999, Intuit has donated more than 39 million tax return filings to the program. In addition, through our Free File public education and awareness program with our partner, the Computer & Communications Industry Association (CCIA), we engage more than 500 community-based organizations in opportunities to learn about IRS free tax assistance programs and opportunities to help their clients save at tax time.



## PRODUCT

# TAX SOLUTIONS FOR LOWER-INCOME CONSUMERS

Intuit's support to lower-income taxpayers is extended through the IFFF's partnerships and programs. The IFFF has provided more than \$16 million to industry trade groups, local IRS Volunteer Income Tax Assistance (VITA) programs, community-based organizations, and national tax assistance associations. These partnerships and programs build awareness of and access to Free File, and directly assist taxpayers as they prepare and file their tax returns.

Volunteering at community events to help taxpayers prepare and file their tax returns with TurboTax is one of Intuit's signature employee volunteer initiatives, with more than 300 employees signing up for shifts during and after work and on weekends.

## Tax Time Savings

Through the IFFF, Intuit works with **EARN** and its partner Commonwealth to pilot new ways to motivate EARN's 100,000 **SaverLife** program participants to save money at tax time. The partnership encourages participants to use IRS no-cost tax preparation services like Free File, and to put aside some of their tax refunds as savings, leveraging Commonwealth's "**Save Your Refund**" savings incentive program.

Intuit Financial Freedom Foundation	2017	2018
Partnership and Programmatic Spend	\$3.3M	\$3.8M



## PRODUCT

## SMALL-BUSINESS SOLUTIONS FOR NON-PROFITS, EDUCATORS AND SMALL-BUSINESS SUPPORT ORGANIZATIONS

By enabling organizations that serve in our communities, we have the ability to accelerate our collective impact and our ability to power prosperity for those who need it most. Intuit, through the IFFF, donates our small-business solutions to non-profits, small-business training partners, educators and students.



## QuickBooks Donations to the Non-profit Community

Intuit donates QuickBooks to non-profits, including those working to power prosperity among lower-income and underserved individuals, small businesses and the self-employed. In 2018, Intuit donated over \$40 million in QuickBooks products and training licenses.

Through our partnership with TechSoup, an international non-profit product donation program, non-profits in the United States and Canada received 126,000 donations of QuickBooks 2018 to manage their finances. Intuit also donated to 1,500 Small Business Development Centers, Women Business Centers and SCORE chapters to help them train their small businesses and self-employed clients in managing their finances.



## PRODUCT

# SMALL-BUSINESS SOLUTIONS FOR NON-PROFITS, EDUCATORS AND SMALL-BUSINESS SUPPORT ORGANIZATIONS

## QuickBooks Donations to Educators and Students

Intuit made a commitment to provide Intuit's QuickBooks and ProConnect for free to educators and students, as a way to help advance financial literacy and career readiness among younger people. The Intuit Education Program is dedicated to equipping educators and students to advance their skills and expertise in accounting, tax, and entrepreneurship. In 2018, over 89,000 QuickBooks and ProConnect licenses were donated to educational institutions.

Intuit also supports organizations that help prepare young people on their path to prosperity, such as the **Jump\$tart Coalition for Personal Financial Capability**, a coalition that seeks to advance the financial literacy of preschool through college-age youth.

## Advancing Small Business Financial Health

In addition to donating our solutions, Intuit continuously seeks new ways to help advance financial capabilities for small businesses and the self-employed. Through the IFFF, Intuit commissioned a study with the Center for Financial Services Innovation (CFSI) to better understand the indicators that drive financial health for small businesses. The resulting study, **Financial Health: A New Vision for Serving America's Small Businesses**, is helping to drive our next steps in championing financial well-being and resilience among micro small businesses.





PRODUCT

## SMALL-BUSINESS SOLUTIONS FOR NON-PROFITS, EDUCATORS AND SMALL-BUSINESS SUPPORT ORGANIZATIONS

### Mission Hope

*Intuit launched Mission Hope in 2016, a strategic collaboration between Intuit's Customer Success team and its call center partners, to intentionally open new offices in economically disadvantaged communities, with a goal to create jobs and help revive the local economy. The first site was opened in Wise, Virginia, in 2017. A second site was opened in Johnstown, Pennsylvania, in 2018. Over 700 jobs were created across these two sites, and new opportunities to further support local community organizations, educational institutions and small businesses have been identified as a result.*





## PRODUCT

## PRODUCT & COMMUNITY ACCESSIBILITY

Our products help customers gain independence and create financial health, and those features are uniquely suited to meet the needs of the disability community. Intuit is working to integrate accessibility into all our products from the first stages of development. We've also made adjustments to existing products that improve accessibility, including adaptations that make QuickBooks accessible to people who are visually impaired and make it easier for hearing-impaired entrepreneurs to find accountants that communicate with sign language.



Throughout our company, we're raising awareness in boot camps and team meetings that help employees understand how to address the needs of the disabled in product design. Intuit's Special Needs and Abilities Network provides further support and awareness for our employees, or those with family members that have a disability. Intuit also partners with other companies and organizations to further global accessibility. And while products are important, we believe our people come first.

Product Donations	2016	2017	2018
<b>Monetary Value</b>			
QuickBooks	\$18.4M	\$18.8M	\$40.8M
TurboTax Freedom Edition	\$18.3M	\$23.3M	\$27.0M
ProConnect	N/A	\$394.2K	\$325.0K
Lacerte	N/A	\$59.8K	\$115.5K
<b>Number</b>			
QuickBooks	35.0K	39.4K	126.0K
TurboTax Freedom Edition	1.9M	2.3M	2.3M
ProConnect	N/A	111	65
Lacerte	N/A	26	11





## PLANET

**Sustainability** at Intuit is driven by a three-pronged strategy of boosting energy efficiency internally, investing in renewable energy, and buying carbon offsets. Consistent with our operating values, we have charted an ambitious path toward becoming the most environmentally sustainable company we can be. We are taking the same values-based approach to sustainability that shapes our products every day. Intuit focuses on sustainability in our communities around the world. This focus is important to Intuit for operational efficiency, attracting and retaining employees, and strengthening our shareholder value.



## Sustainability

*Intuit has achieved carbon neutrality for our worldwide operations since 2015. Intuit's sustainability efforts began in 2007 through grass roots, employee-driven passion for protecting the environment. One decade later, in 2018, Intuit was recognized by Barron's as the fourth most sustainable company in the United States.*



PLANET

## OPERATING RESPONSIBLY: SETTING BOLD SUSTAINABILITY GOALS



Goal  
**50%**

### All Operations:

Reduce our carbon footprint throughout all operations by 50 percent by 2025, as compared to 2012. As of 2017, we've reduced our footprint by 43 percent, putting us 86 percent of the way to achieving this goal.

Intuit focuses on reducing its carbon footprint across all of our impact areas: our buildings, physical supply chain, business travel, partner data centers and employee commute. We believe we should be aggressive and innovative in reducing our impact across our direct and indirect areas. In 2018, we reduced our travel emissions by 18 percent.

Metric	2016	2017	2018
% GHG emission reduction from FY12 baseline	34%	43%	N/A
Progress to goal	68%	86%	N/A



Goal  
**80%**

### Our Buildings:

Reduce our building carbon footprint by 80 percent by 2025, as compared to 2012. As of 2017, we've reduced the carbon footprint of our buildings by 64 percent, putting us 80 percent of the way to achieving this goal.

We set our most aggressive target for our own buildings. Our focus is on efficiency first, followed by sourcing clean renewable energy. A major part of our strategy is green building standards, and as of 2018 40 percent of our buildings are LEED-certified, including our newest LEED Platinum building in Mountain View.

Metric	2016	2017	2018
% GHG emission reduction from FY12 baseline	53%	64%	N/A
Progress to goal	66%	80%	N/A

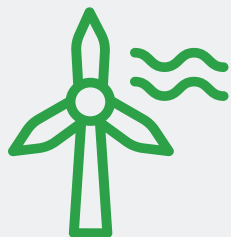
In 2014, Intuit committed to reducing our total operational greenhouse gas emissions by 20 percent by 2020, and by 80 percent by 2050, as compared to 2012 levels. By early 2016, we had surpassed our 2020 goal and set new targets that are even more ambitious. We also set new goals to reimagine what is possible for our company and for the good of our planet.





PLANET

## OPERATING RESPONSIBLY: SETTING BOLD SUSTAINABILITY GOALS



Goal

100%

### Renewable Energy:

Use 100 percent renewable electricity by 2030. As of 2018, 76 percent of our electricity comes from clean, renewable energy. We have invested in on-site solar installations in Mountain View, Tucson and San Diego.

We cannot reach our goal by solely focusing on on-site renewable energy, so since 2015 we have also focused on off-site renewable energy. Our Plano, Texas, campus purchases 100 percent of its electricity from an off-site wind farm, and as of January 2017, our global headquarters in Mountain View purchases 100 percent of its electricity from an off-site wind farm.

Metric	2016	2017	2018
% electricity generated from renewable sources	50%	70%	76%
Progress to goal	50%	70%	76%



Goal

90%

### Waste Reduction:

Divert 90 percent of our waste by 2020. As of 2018, Intuit diverts 72 percent of its waste from entering landfills through recycling and composting. Waste is our most visible environmental impact. We're working to reduce the thousands of single-use items we use every day, such as paper cups and food containers. Intuit is reimagining our waste-reduction journey by using rapid experimentation at our campuses, applying the same consumer-driven innovation approaches we use to developing our products.

Metric	2016	2017	2018
% waste diverted	70%	70%	72%
Progress to goal	78%	78%	80%





## PLANET

### OFFSETTING OUR FOOTPRINT: REDUCING EMISSIONS FIRST, THEN OFFSETTING

Our strategy to reduce carbon emissions focuses first on using less energy. Then we look for cleaner alternatives to the energy we do use. Lastly, we offset the emissions we have not been able to eliminate by supporting projects that prevent the release of greenhouse gases.

In 2018, for a fourth consecutive year, Intuit purchased offsets through suppliers, Natural Capital Partners and Code REDD. We choose projects that reflect our mission, values and regional operations. In 2018, we invested in 12 offset projects that focus on protecting sensitive habitats and distributing impactful technologies through small business, female entrepreneurship and community-based conservation. Projects include clean cook stoves in India, Guatemala and Kenya, and community-based forest preservation projects in Madagascar, Borneo, Brazil, Zimbabwe and Sierra Leone.



### Texas Wind Power Initiative

*In 2018, we teamed up with Just Energy to launch a new program, Purely Green, in which we share our corporate wind power procurement in Texas with commercial and residential customers. This program enables Texas residents to leverage Intuit's buying power to access discounted green power for their homes and businesses.*

### Employee Engagement

Intuit employees are driven by a passion to change the world. Our efforts expand sustainability outreach to local communities, and we're devoted to providing the resources they need to make an impact.

#### Green Teams

Every Intuit office has an active Green Team that provides educational outreach, volunteer opportunities, and local sustainability programs. The teams share a common dedication to the environment and focus on regional initiatives.

We are proud of the progress that we have made, but we know that we have more work to do to power prosperity around the world. We look forward to updating you on our journey in next year's report. To learn more about Corporate Social Responsibility at Intuit, please visit our [website](#).



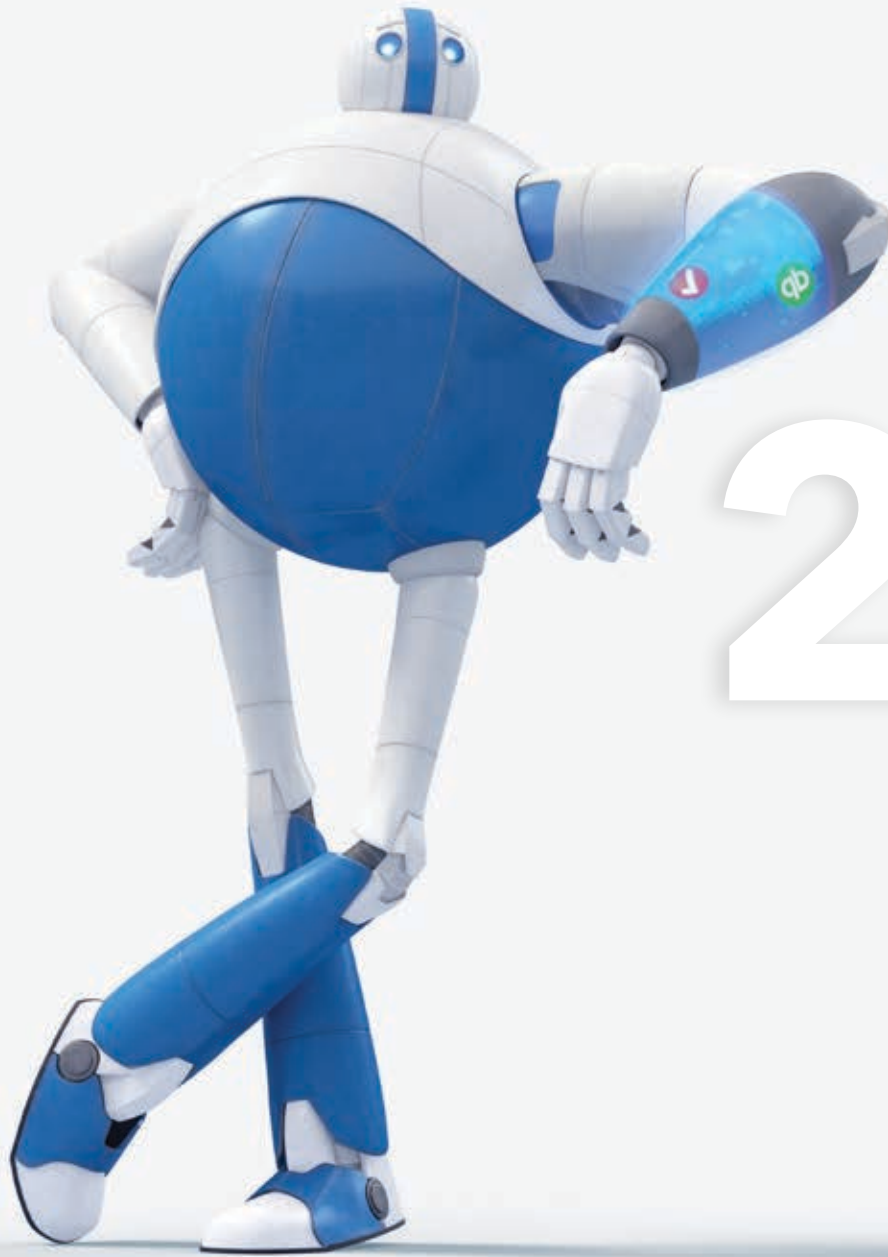
# GRI Index

This report has been produced using the Global Reporting Initiative (GRI) Standards. While many of the disclosures are in alignment with this framework at the Core level, this is a GRI-referenced report.

# GRI Standards Index

#	DESCRIPTION	RESPONSE, URL OR PDF PAGE #
<b>GENERAL DISCLOSURES</b>		
<b>GRI 102 Organizational Profile</b>		
102-1	Organization name	Intuit Inc.
102-2	Primary brands, products and services	QuickBooks, TurboTax, ProConnect, Mint, and Turbo
102-3	Headquarters location	2700 Coast Avenue, Mountain View, California 94043
102-4	Location of operations	<a href="https://www.intuit.com/company/locations/">https://www.intuit.com/company/locations/</a>
102-8	Information on employees and other workers	Approximately 8,900 full-time employees
<b>GRI 102 Ethics &amp; Integrity</b>		
102-16	Values, principles, standards, and norms of behavior	<a href="https://www.intuit.com/company/operating-values/">https://www.intuit.com/company/operating-values/</a>
102-17	Mechanisms for advice and concerns about ethics	Employee and Board Code of Conduct & Ethics, Integrity Line, HR Connect, Ask Ethics, Ethics Committee, Audit and Risk Committee
<b>GRI 102 Governance</b>		
102-18	Governance structure of the organization	See Intuit's Proxy Statement filed on 11/22/17 for the board leadership structure (page 10) and the board committees and charters (pages 13-14).
102-22	Composition of the board and its committees	See Intuit's Proxy Statement filed on 11/22/17 for the board composition (pages 3-4).
102-23	Chair of the highest governance body	Brad Smith is the Chairman of the Board and the Chief Executive Officer. We have announced that effective January 1, 2019 Mr. Smith will step down from his role as CEO and serve as Executive Chairman of the Board. Sasan Goodarzi will assume the role of President and CEO on that date.
<b>GRI 102 Reporting Practice</b>		
102-50	Reporting period	FY18
102-52	Reporting cycle	Fiscal Year (8/1-7/31)
102-53	Report contact	Eileen Fagan oversees Corporate Social Responsibility at Intuit.
102-54	Claims of reporting in accordance with the GRI Standards	This report has been produced using the Global Reporting Initiative (GRI) Standards. While many of the disclosures are in alignment with this framework at the Core level, this is a GRI-referenced report.

#	DESCRIPTION	RESPONSE, URL OR PDF PAGE #
<b>ECONOMIC</b>		
<b>GRI 201 Economic Performance</b>		
201-2	Financial implications and other risks and opportunities due to climate change	See the latest <a href="http://www.cdp.net/en/">CDP Climate Change (www.cdp.net/en/)</a>
<b>ENVIRONMENTAL</b>		
<b>GRI 305 Emissions</b>		
305-1	Direct GHG emissions (Scope 1)	See the latest <a href="http://www.cdp.net/en/">CDP Climate Change (www.cdp.net/en/)</a>
305-2	Indirect GHG emissions (Scope 2)	See the latest <a href="http://www.cdp.net/en/">CDP Climate Change (www.cdp.net/en/)</a>
305-3	Other indirect GHG emissions (Scope 3)	See the latest <a href="http://www.cdp.net/en/">CDP Climate Change (www.cdp.net/en/)</a>
305-4	GHG emissions intensity	See the latest <a href="http://www.cdp.net/en/">CDP Climate Change (www.cdp.net/en/)</a>
305-5	Reduction of GHG emissions	See the latest <a href="http://www.cdp.net/en/">CDP Climate Change (www.cdp.net/en/)</a>
<b>SOCIAL</b>		
<b>GRI 401 Employment</b>		
401-2	Benefits provided to full-time employees	<a href="https://www.intuitbenefits.com/">https://www.intuitbenefits.com/</a>
<b>GRI 405 Diversity &amp; Equal Opportunity</b>		
405-1	Diversity of governance bodies and employees	See Intuit's Proxy Statement filed on 11/22/17 for board diversity (pages 3-4), and for employee diversity see <a href="https://www.intuit.com/company/diversity/">https://www.intuit.com/company/diversity/</a> .
405-2	Ratio of basic salary and remuneration of women to men	See the Pay Equity section of this CSR Report
<b>GRI 415 Public Policy</b>		
415-1	Political contributions	<a href="https://investors.intuit.com/Corporate-Governance/Conduct-Guidelines/Political-Accountability-Policy/default.aspx">https://investors.intuit.com/Corporate-Governance/Conduct-Guidelines/Political-Accountability-Policy/default.aspx</a>



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# 2018

Corporate Social  
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